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**ABSTRACT**

In the preferred computer system, the user is provided with a separate Internet-  
5 accessible entity referred to here as the "personal page." A personal page, preferably, includes  
memory for storing information related to the user. For example, on his/her personal page the  
user indicates what he/she wishes to purchase, possibly along with other criteria associated with  
the purchase, such as, for example, a time that the purchase should take. The user is provided  
with the ability to create personalized bidding rules that vendors that offer goods and services  
10 must respect. Vendors have the ability to specify similar criteria, which describe the goods  
and/or services they offer. Vendors can indicate, for example, the prices of their goods, times  
and places that their services are available, etc. Preferably, these specifications, called "vendor  
scripts," are embodied in active software/data entities (agents) that traverse sites on the Internet  
visiting sites hosting users' personal pages. Thus, preferably, vendor software/data agents  
15 (comprising vendor scripts) are the mobile, active elements in the system and purchasing  
requirements are stationary and more passive in comparison.